

Team Strategic Plan Assignment

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MARK 1120-00&: Introductory Marketing

Douglas College

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1. What is your team's overall MISSION in this simulation?

The mission is to provide affordable, comfortable, spacious, and durable backpacks for youth and commuters to add convenience to their daily routines.

2. What are 3 SMART OBJECTIVES in this simulation that will help achieve your team's mission?

-Fun, safe and reasonable.

3. Clearly define your proposed strategies for your area

- target market – Why did you choose this segment as your target market?

The largest segment of the backpack market is SCHOOL CHILDREN. That's why we target them.

- product (backpack) – What are the reasons behind the design of your bag?

It is essential to determine the segment's needs during the production phase. For school children, it is vital to know how much a backpack can hold. That's why capacity is our main feature.

Comfort is important. We produce bags that are lightweight in terms of being easy to carry for school children.

- placement/distribution – Why did you choose these channels of distribution?

We choose a distribution deal with Direct and Discount retail chains. We prefer direct distribution because we want to interact with customers directly. Discount retail chains allow us to reach more customers and accelerate growth. Creating a new location would take a lot of money, but using the existing site is more accessible.

- pricing – What are the reasons for choosing this starting price?

We were balancing between them. While pricing, our target is addressing the target market's needs and still making a profit. Since our products are made of high-quality materials, we feel free to be aggressive while going beyond the average selling price but still being reasonable and affordable.

- promotional development (positioning and media) - Explain your initial messaging strategy, positioning in your marketplace, and advertising and promotional methods you plan to use: First of all, our biggest goal is to stay true to the budget. We make advertisements in media areas where schoolchildren's interests are high by using less than or all of it to stay within the budget.

4. How do you plan to manage your TACTICS (decision-making and implementation) so those decision deadlines are noticed?

Since strategic planning consists of 4 values that make up an organization's mission, goals, and objectives, we use these tools when we plan and organize.

5. How will you measure your success?

We will measure our success based on online reviews and recommendations, not forgetting sales and how our consumers enjoy our product.